

My Neighborhood...



MATTHEW
4 yrs old

Name



Conservation, Rehabilitation and
Redevelopment Element

OUR COMMUNITIES AND NEIGHBORHOODS

Conservation, Rehabilitation and Redevelopment Element

Introduction

The Conservation, Rehabilitation and Redevelopment Element requires plans and programs for the elimination of slums and blighted areas that may exist within the City, community redevelopment, neighborhood preservation and revitalization, and other purposes authorized by law. In February 1994, a citizen's task force updated the 1987 Chandler Downtown Redevelopment Area Plan. The Redevelopment Area Plan was adopted as the Conservation, Rehabilitation and Redevelopment Element of the General Plan. Chandler residents and staff spent a significant amount of time and effort updating the Redevelopment Area Plan. This Element summarizes, without replacing, the City of Chandler Redevelopment Area Plan adopted in July 1995, which is made a part hereof by reference.

Current Situation

Downtown is the cultural, civic, business, and historic hub of Chandler and contains a mix of land uses that provide business, employment, entertainment, and housing opportunities. With development occurring throughout the Chandler area, it is necessary to focus on the downtown area in order to preserve a sense of "place" for Chandler and provide a hub for community building activities. In addition, downtown is a prime location for businesses that provide needed services and amenities. To provide guidance regarding the redevelopment of the downtown commercial and residential areas, the City adopted the Chandler Redevelopment Area Plan. The Plan identifies goals, objectives and policies for the Redevelopment Area. The boundaries of the Redevelopment Area are shown on the Chandler Land Use Map.

The Redevelopment Area consists of five planning districts: 1) Downtown, 2) North Arizona Avenue, 3) Southeast, 4) Eastside, and 5) Southside Neighborhoods. The Redevelopment Plan includes specific goals and action steps for each planning district. Overall, however, the redevelopment of downtown Chandler is founded upon three basic principals:

- Joint private and public funding contributions and cooperation are essential for economic development.
- Focus on existing facilities and historical features and concentrate on recreation, entertainment, and service oriented businesses.
- Improve the appearance and stability of downtown neighborhoods.

Future Trends

The City continues to encourage redevelopment of the downtown. Retail revitalization and housing stabilization will continue to be encouraged. Additional investments, in the form of new City campuses, the redevelopment of the southwest corner of Arizona Avenue and Chandler Boulevard and the northeast corner of Arizona Avenue and Buffalo Street will further enhance downtown Chandler and it's role as a focal point for entertainment, residential, civic, and business functions.

Planning Issues

- Attracting people to the downtown area when there are other complementary attractions.
- Providing downtown services that accommodate the needs of the people that live in the vicinity.
- Preserving the heritage of Chandler that stems from the downtown area through design standards and civic programs that celebrate the City's history.

OUR COMMUNITIES AND NEIGHBORHOODS

Conservation, Rehabilitation and Redevelopment

Element

Goals, Objectives and Policies

GOAL: PROMOTE THE REVITALIZATION OF DOWNTOWN CHANDLER AND SURROUNDING NEIGHBORHOODS.

OBJECTIVE: Use sound land use planning, financial investment, coordinated redevelopment management, neighborhood improvement, and economic development strategies.

Policy: Proactively administer neighborhood improvement programs to eliminate substandard property and structural conditions within and next to the central business district.

Policy: Improve redevelopment planning, management, and resource allocations by coordinating the interests and functions of various groups and individuals.

GOAL: DEVELOP DOWNTOWN CHANDLER AS THE COMMUNITY'S CULTURAL, CIVIC, BUSINESS, AND ACTIVITY CENTER.

OBJECTIVE: Develop downtown as a diverse, balanced community attracting people to live, work, shop, play and gather.

OBJECTIVE: Attract new employers to locate in the downtown area.

Policy: Encourage corporate and professional offices to locate in the downtown area, to support local industry, commercial services, and the City government functions. Ground floor retail shops are encouraged within new development.

OBJECTIVE: Create new open spaces in the downtown Redevelopment Area and plazas within new redevelopment projects and developments, where viable.

Policy: Provide a mix of new housing opportunities as residential in-fill or where land assemblages allow for the development of medium density housing in residential areas.

Policy: Continue to encourage plazas, open spaces, and outdoor gathering areas in the design of downtown building complexes and master planned development.

OBJECTIVE: Create a festive, nighttime atmosphere with places for people to go.

Policy: Promote unique themes for new commercial opportunities such as a farmer's market, industrial museum, outdoor events, arts and crafts fair and the like to complement the more traditional, established retail anchors.

OUR COMMUNITIES AND NEIGHBORHOODS

Conservation, Rehabilitation and Redevelopment

Element

Policy: Continue to promote special events that complement and support downtown interests.

Policy: Strengthen the areas surrounding the San Marcos Resort by expanding specialty retail and service opportunities in a festive, shop-like atmosphere.

GOAL: MAINTAIN STABLE, VIABLE NEIGHBORHOODS IN THE RESIDENTIAL AREAS OF THE DOWNTOWN.

OBJECTIVE: Encourage mixed-use redevelopment projects where sufficient land assemblages allow.

Policy: Encourage business parks and clean, light industrial users to locate within the area's existing industrial zoning districts.

Policy: Continue to promote the Enterprise Zone and other business assistance programs administered by the City, the Chamber of Commerce, and other entities.

Policy: Actively recruit small businesses.

OBJECTIVE: Promote new housing in the Redevelopment Area.

Policy: Encourage partnerships to bring new housing to the downtown area.

OBJECTIVE: Encourage compatible in-fill development and rehabilitation on vacant and substandard properties.

Policy: Identify all properties and parcels suitable for in-fill development.

OBJECTIVE: Discourage or eliminate land use conflicts caused by dissimilar land use and zoning districts.

GOAL: CREATE AND MAINTAIN A STRONG IDENTITY FOR THE DOWNTOWN THAT REFLECTS THE CITY'S HISTORICAL, CULTURAL AND ARCHITECTURAL INFLUENCES.

OBJECTIVE: Create a strong design theme for the downtown based on past and present architectural themes.

Policy: Maintain the early twentieth century architectural influences in new construction and façade improvements of existing buildings.

OBJECTIVE: Enhance the appearance of the Strip Commercial (corridors) through streetscape improvements and landscape treatments.

Policy: Provide unified landscape themes, street furniture, lighting, unique features, and plaza spaces for gathering.

OUR COMMUNITIES AND NEIGHBORHOODS

Conservation, Rehabilitation and Redevelopment

Element

Policy: Promote art in public places.

GOAL: THE CITY, IN COOPERATION WITH OTHER COMMUNITY GROUPS, SHOULD CONTINUE ITS COMMITMENT TO A SUSTAINABLE AND CONSISTENT REDEVELOPMENT EFFORT.

OBJECTIVE: Keep the Redevelopment Area Plan current and sensitive to changing conditions.

Policy: Continue to keep residents, property owners, business owners, and interested social agencies involved in redevelopment related issues.

Policy: Periodically re-evaluate the Redevelopment Area Plan to make modifications as necessary.